

Roydon Parish Council

Social Media Policy

Adopted by Roydon Parish Council at the meeting held on 6th October 2020

Last review March 2026

Next Review – on or before March 2029

The aim of this policy is to set out a code of practice to provide guidance for staff and all parish councillors in the use of social media.

Nominated members of staff /councillors will be responsible for posting and monitoring content of the council's Meta page. They will have the authority to remove any comments made by third parties which are deemed to be defamatory, libellous, racist, sexist, obscene, include threatening language or are derogatory. Such posts must be reported to Meta and the Clerk.

The Parish Council Meta page will be used to:

- Distribute agendas, post minutes and dates of meetings.
- Advertise events and activities.
- Publish news stories.
- Advertise vacancies.
- Share information e.g., Police, Library, Health, schools, clubs etc.
- Announce new information.
- Carry out surveys.
- Upload images.

When using social media parish councillors, volunteers and council staff must be mindful of the information they post in both a personal and council capacity and keep the tone of any comments respectful and informative. Content should be accurate, objective, balanced and informative and should avoid guesswork, exaggeration and offensive and obscene language. When councillors wish to post on social media as councillors or in a council capacity it should be with the express permission of the council and the posts should be posted by the clerk

Parish councillors, volunteers and council staff must not

- Hide their identity using false names or pseudonyms.
- Present personal opinions as those of the council or in a way that might cause embarrassment to the council.
- Post content that is contrary to the democratic decisions of the council.
- Post controversial or potentially inflammatory remarks.
- Engage in personal attacks, online fights and hostile communications.
- Use an individual's name unless given written permission to do so.
- Publish photographs or videos of minors without parental permission.
- Post any information that infringes the copyright of others.
- Post any comments that are defamatory, libellous, racist, sexist, obscene, threatening language or derogatory.
- Post online activity that constitutes bullying or harassment.

Comments posted on Meta will be monitored and moderated. However, replies to posts are not guaranteed and any important issues or those requiring a reply should be raised directly to the Parish Council through the Clerk at clerk@roydon-southnorfolk-pc.gov.uk

Councillors' views posted in any capacity in advance of matters to be debated by the council at a council or committee meeting may constitute Pre-disposition, Pre-determination or Bias and may require the individual to declare an interest at council meetings.

Anyone with concerns regarding content placed on social media sites that denigrate parish councillors volunteers, council staff or residents should report them to the Clerk of the Council.